

# Travel Montana - Department of Commerce Special Events Grant Program (SEGP)

## Overview

<p><b>SEGP Purpose &amp; Goal</b></p>	<p>The purpose of the Special Events Grant Program (SEGP) is to diversify and enrich Montana’s tourism product by developing new and enhancing existing community-based tourism festivals and events. The goal of SEGP is to create and sustain economic development through the advertising and promotion of “hallmark events.”</p> <p>Generally, a hallmark event is a major reoccurring event of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short and long term.</p> <p>A hallmark event:</p> <ul style="list-style-type: none"> <li>• Has a socio-economic impact on Montana</li> <li>• Is a clear reflection of the Montana Brand (guidelines available at: <a href="http://www.travelmontana.mt.gov/branding">www.travelmontana.mt.gov/branding</a>)</li> <li>• Generates measurable national and regional media exposure</li> </ul>
<p><b><i>Source of Funding</i></b></p>	<p>The Montana Department of Commerce, Travel Montana will provide funding for the SEGP as part of its annual operating budget utilizing Accommodations Tax revenues.</p>
<p><b><i>Amount of Funding</i></b></p>	<p>Travel Montana will annually set the limits of funding of the SEGP at the June Tourism Advisory Council (TAC) meeting.</p> <p>For fiscal year 2009, this amount is \$80,000.</p>
<p><b><i>Number &amp; Dollar Amount of Grant Awards</i></b></p>	<p>There is no set number of grant awards that may be made in any fiscal year. However, the total dollar amount of the grant award(s) may not exceed the total amount of the SEGP funding set for that specific year.</p> <p>The minimum grant funding that can be allocated to any one proposed project in any fiscal year will be \$2,500. The maximum grant funding that can be allocated to any one proposed project will be the maximum of the SEGP funding set for that given fiscal year.</p> <p>A proposed project may receive all or a portion of the grant funding requested in a specific grant proposal. The Department of Commerce maintains its discretion to withhold some funding.</p>

## SEGP Eligibility Requirements

<b><i>Eligible Applicants</i></b>	<p>The applicant must be a Montana non-profit entity, city, county, or tribal government. Applicant organizations must be officially recognized by the IRS as having a non-profit status.</p> <ul style="list-style-type: none"> <li>▪ No “pass through” non-profit entity may be utilized to apply for SEGP funding</li> <li>▪ No state or federal agencies may apply</li> </ul>
<b><i>Eligible Advertising &amp; Promotional Activities</i></b>	<p>SEGP funding is to be used for advertising and promotion of an event to target audiences outside a 100-mile radius of the event site. SEGP funding may be used for the professional design, production and printing of:</p> <ul style="list-style-type: none"> <li>• Broadcast media advertising and promotion (television and radio)</li> <li>• Print media advertising and promotion (newspaper, magazine, flyers, direct mail, posters, brochures)</li> <li>• Electronic media advertising and promotion (Internet, video)</li> <li>• Event website development and updates</li> </ul>
<b><i>Evaluation of Hallmark Event Proposals</i></b>	<ul style="list-style-type: none"> <li>• Strategic fit – Alignment to the <i>Montana Tourism &amp; Recreation Strategic Plan 2008-2012</i> and links with its key target markets</li> <li>• Alignment to the Montana Brand values</li> <li>• Level of matching funds generated versus level of public money required and how it will be spent</li> <li>• Longevity, scale and influence – level of participation or attendance figures among target groups, potential for event to be staged on an annual or reoccurring basis</li> <li>• Level of national profile and media exposure</li> <li>• Impacts the event will have on fostering excellence, development of priority industry sectors for Montana, and catalyst for increased participation at the grass roots level</li> <li>• Wider long term legacy, including environmental, community and health benefits associated with the event</li> </ul>
<b><i>Ineligible Activities and Events</i></b>	<ul style="list-style-type: none"> <li>• Capital improvement projects and infrastructure development</li> <li>• Events not open to the general public</li> <li>• Members-only trade shows, conventions, conferences and workshops</li> <li>• Reunions - class, family, etc.</li> <li>• Community auctions / fundraisers</li> <li>• Rummage sales</li> <li>• School sporting events</li> </ul>

## SEGP Matching Funds

<b><i>Hard Match</i></b>	<p>The applicant must provide a hard cash match to the funds available through the SEGP. The match must be an actual financial investment. Funds received from other state and federal grant programs can use used as part of the hard match requirement.</p> <p><b>Projected ticket sales, gate receipts, concessions profits, etc. are not eligible as part of the hard match.</b></p>																		
<b><i>Ratio Matching Formula</i></b>	<p>The development of a matching formula favors economic growth in the less advantaged areas of Montana. Matching funds will be based on the following matching formula and town/city population:</p> <table><tr><td></td><td><u>State Match/Private Match</u></td><td><u>Population</u></td></tr><tr><td><b><i>Tier 1</i></b></td><td>1:1</td><td>15,001 – up</td></tr><tr><td></td><td><u>State Match/Private Match</u></td><td><u>Population</u></td></tr><tr><td><b><i>Tier 2</i></b></td><td>2:1</td><td>5,001 – 15,000</td></tr><tr><td></td><td><u>State Match/Private Match</u></td><td><u>Population</u></td></tr><tr><td><b><i>Tier 3</i></b></td><td>3:1</td><td>1 – 5,000</td></tr></table> <p>Census information is compiled from the <i>Census 2000 Total Population</i> data available at: <a href="http://www.ceic.commerce.state.mt.us/PL2000_place.asp">www.ceic.commerce.state.mt.us/PL2000_place.asp</a></p>		<u>State Match/Private Match</u>	<u>Population</u>	<b><i>Tier 1</i></b>	1:1	15,001 – up		<u>State Match/Private Match</u>	<u>Population</u>	<b><i>Tier 2</i></b>	2:1	5,001 – 15,000		<u>State Match/Private Match</u>	<u>Population</u>	<b><i>Tier 3</i></b>	3:1	1 – 5,000
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<b><i>Future Funding</i></b>	<p>Applicants will not be guaranteed funding after the first year of the grant award and will need to reapply in subsequent years.</p>																		
<b><i>Unallocated Grant Funds</i></b>	<p>Grant funds not allocated through the SEGP in any given fiscal year will revert back to Travel Montana’s general budget to be reallocated to other Travel Montana programs.</p>																		
<b><i>Time Period for Spending Grant Funds</i></b>	<p>Projects must be completed within 12 months from the signing of the contract by the Department of Commerce. One extension may be granted for up to 6 months at the discretion of the Department.</p>																		

## SEGP - Application Guidelines

<p><b><i>Grant Deadline</i></b></p>	<p>Planning for a successful event takes time and effort to create long-term economic development. The grant deadline for 2009 is:</p> <ul style="list-style-type: none"> <li>• December 12, 2008</li> </ul> <p>Taking into consideration the time necessary to review and score applications, a general timeline would be:</p> <ul style="list-style-type: none"> <li>• Grant deadline December 12, 2008 – Decision made by early February 2009</li> </ul> <p>Normally it will take approximately one (1) month for contracts to be drawn up and approved. Grant recipients should expect to receive their funding on or around March 1, 2009.</p>
<p><b><i>Application Instructions</i></b></p>	<p>The Application has been designed to present your event information in such a manner as to allow the Department to effectively review and evaluate it to determine grant-funding eligibility.</p> <p>An Application will be considered null and void and disqualified if it is incomplete or deviates from the required format.</p> <ul style="list-style-type: none"> <li>• Applications will not be accepted if transmitted by facsimile (fax)</li> <li>• One (1) original and three (3) copies of the application document must be received prior to the grant application deadline</li> <li>• An <i>Application Cover Page</i> must be attached to each copy</li> <li>• A signed and dated <i>Certification</i> page must accompany each copy</li> <li>• The Applicant's non-profit Federal ID number must be listed on the <i>Application Cover Page</i> and an official copy of the nonprofit status paperwork must accompany the application.</li> <li>• Each Section of the <i>Application</i> must be addressed on separate sheets of paper and must be typed using 12-point type and single-spaced</li> </ul> <p style="text-align: center;"><b>APPLICATIONS MUST BE POSTMARKED BY DECEMBER 12, 2008 INCOMPLETE APPLICATIONS WILL BE DISQUALIFIED</b></p>
<p><b><i>Completed Applications</i></b></p>	<p>Send one (1) original and three (3) copies of the application to:</p> <p style="text-align: center;">Manager, Special Events Grant Program Travel Montana - Montana Department of Commerce PO Box 200533 301 S Park Helena, Montana 59620-0533</p> <ul style="list-style-type: none"> <li>• Applications must be postmarked by December 12, 2008. Incomplete applications will be disqualified.</li> </ul>

<b><i>Review of Applications</i></b>	<p>A committee comprised of three (3) Tourism Advisory Council (TAC) members and one (1) staff member from Travel Montana will review and score the applications. At the end of the 30-day scoring period, the committee will make a recommendation to the Director of the Department of Commerce, who will then make the final decision.</p>
<b><i>Sources of Information</i></b>	<p>Applicants are encouraged to contact their local Regional Tourism Office to gather information that may be included to enhance the proposed event and facilitate evaluation of the potential economic impact.</p> <p>For general travel information, including lodging and event listings, visit Travel Montana's web site: <a href="http://www.visitmt.com">www.visitmt.com</a></p> <p>For economic studies relating to the Travel &amp; Tourism industry, Applicants may contact:</p> <p><b>Institute for Tourism &amp; Recreation Research (ITRR)</b>  The University of Montana  32 Campus Drive #1234  Missoula, MT 59812-1234  Phone: (406) 243-5686  Fax: (406) 243-4845  email: <a href="mailto:itr@forestry.umt.edu">itr@forestry.umt.edu</a></p> <p>For regional information, contact the nearest Regional Tourism Office or visit Travel Montana's Intranet site:  <a href="http://www.travelmontana.mt.gov">www.travelmontana.mt.gov</a></p>
<b><i>Regional Tourism Offices</i></b>	<p><b>Custer Country</b> - Forsyth  406-346-1876  406-346-1876 (fax)  Email: <a href="mailto:custer@rangeweb.net">custer@rangeweb.net</a>  Web Site: <a href="http://www.custer.visitmt.com">www.custer.visitmt.com</a></p> <p><b>Glacier Country</b> - Missoula  406-532-3234  406-532-3236(fax)  Email: <a href="mailto:gcexec@montana.com">gcexec@montana.com</a>  Web Site: <a href="http://www.glacier.visitmt.com">www.glacier.visitmt.com</a></p> <p><b>Gold West Country</b> - Deer Lodge  406-846-1943  406-846-1943 (fax)  Email: <a href="mailto:goldwest@bresnan.net">goldwest@bresnan.net</a>  Web Site: <a href="http://www.goldwest.visitmt.com">www.goldwest.visitmt.com</a></p>

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**Missouri River Country** – Ft Peck  
406-653-1319  
406-653-1319 (fax)  
Email: 2mtmrc@nemont.net  
Web Site: [www.missouririver.visitmt.com](http://www.missouririver.visitmt.com)

**Russell Country** - Great Falls  
406-761-5036  
406-761-5085 (fax)  
Email: [gfisher@bresnan.net](mailto:gfisher@bresnan.net)  
Web Site: [www.russell.visitmt.com](http://www.russell.visitmt.com)

**Yellowstone Country** - Bozeman  
406-556-8680  
406-556-8688 (fax)  
Email: [yellowstone@montana.net](mailto:yellowstone@montana.net)  
Web Site: [www.yellowstone.visitmt.com](http://www.yellowstone.visitmt.com)

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